

We Claim:

1. A printer that comprises
 - a platen assembly;
 - 5 a print roll assembly that is mounted on the platen assembly;
 - a feed mechanism that is mounted on the platen assembly for feeding print media from the print roll assembly over the platen assembly; and
 - a printhead assembly that is positioned on the platen assembly, downstream of the print roll assembly to carry out a printing operation on the print media, wherein
 - 10 the printhead assembly comprises
 - an elongate manifold that defines a plurality of ink passages and is dimensioned to span a print area;
 - at least one elongate printhead chip that is mounted on the manifold also to span the print area, the printhead chip having a plurality of ink inlets, each ink
 - 15 inlet being in fluid communication with a respective ink passage of the manifold;
 - an elongate baffle unit that is mounted on the manifold so that the manifold is interposed between the at least one printhead chip and the baffle unit;
 - an elongate housing that is mounted on the baffle unit, the baffle unit and the housing defining at least one ink storage chamber and at least one respective
 - 20 inlet in fluid communication with the at least one ink storage chamber; and
 - a data and power supply arrangement that is connected to the at least one printhead chip so that control signals can be transmitted to the at least one printhead chip.
- 25 2. A printer as claimed in claim 1, in which the in which the manifold is in the form of a molded, unitary structure that defines at least three sets of ink supply passages, each set corresponding with a respective ink to be used by the printhead chips, the manifold further defining an elongate recess in which the printhead chips can be received, the ink supply passages opening into the recess.
- 30 3. A printer as claimed in claim 2, in which the baffle unit and the housing define at least three longitudinally extending ink storage chambers, the manifold being received in

the baffle unit with each set of ink supply passages being in fluid communication with one respective ink storage chamber, the baffle unit defining a series of spaced baffle members in each storage chamber to inhibit excessive ink movement upon movement of the printhead assembly.

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4. A printer as claimed in claim 2, in which the baffle unit has a pair of opposed end walls and a pair of spaced longitudinal walls so that, with the housing, one ink storage chamber is defined between the end walls and the longitudinal walls and two ink storage chambers are defined between the end walls and respective longitudinal walls and side walls of the housing, one of the end walls defining three inlets in fluid communication with respective ink storage chambers.

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5. A printer as claimed in claim 1, wherein the housing defines a number of hydrophobically sealed breather holes to permit the passage of air through the holes while inhibiting the passage of liquid through the holes.

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6. A printer as claimed in claim 1, in which the data and power supply arrangement includes a pair of bus bars that are mounted on the housing and a tape-automated bonding strip that extends about the housing and interconnects the bus bars and the printhead chips.

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7. A printer as claimed in claim 1, which includes a cover member that engages the housing to enclose the bus bars and the tape-automated bonding strip.

8. A printer as claimed in claim 1, in which a cutting mechanism is mounted on the platen assembly, downstream of the print roll assembly, for cutting the print media once the printing operation has been carried out on the print media.

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9. A printer as claimed in claim 8, in which a drive mechanism is mounted on the platen assembly to drive the feed mechanism and the cutting mechanism.

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10. A printer as claimed in claim 1, in which the print roll assembly includes a print roll former positioned centrally within a housing so that a length of print media can be wound about the print roll former, the print roll former being hollow and an ink supply being positioned within the print roll former, the ink supply being connected to the inlets defined by the baffle unit and the housing via ink transmission conduits interposed between the print roll assembly and the print head assembly.

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